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DEPARTMENT OF INDUSTRY AND DEVELOPMENT.
November, 1964.

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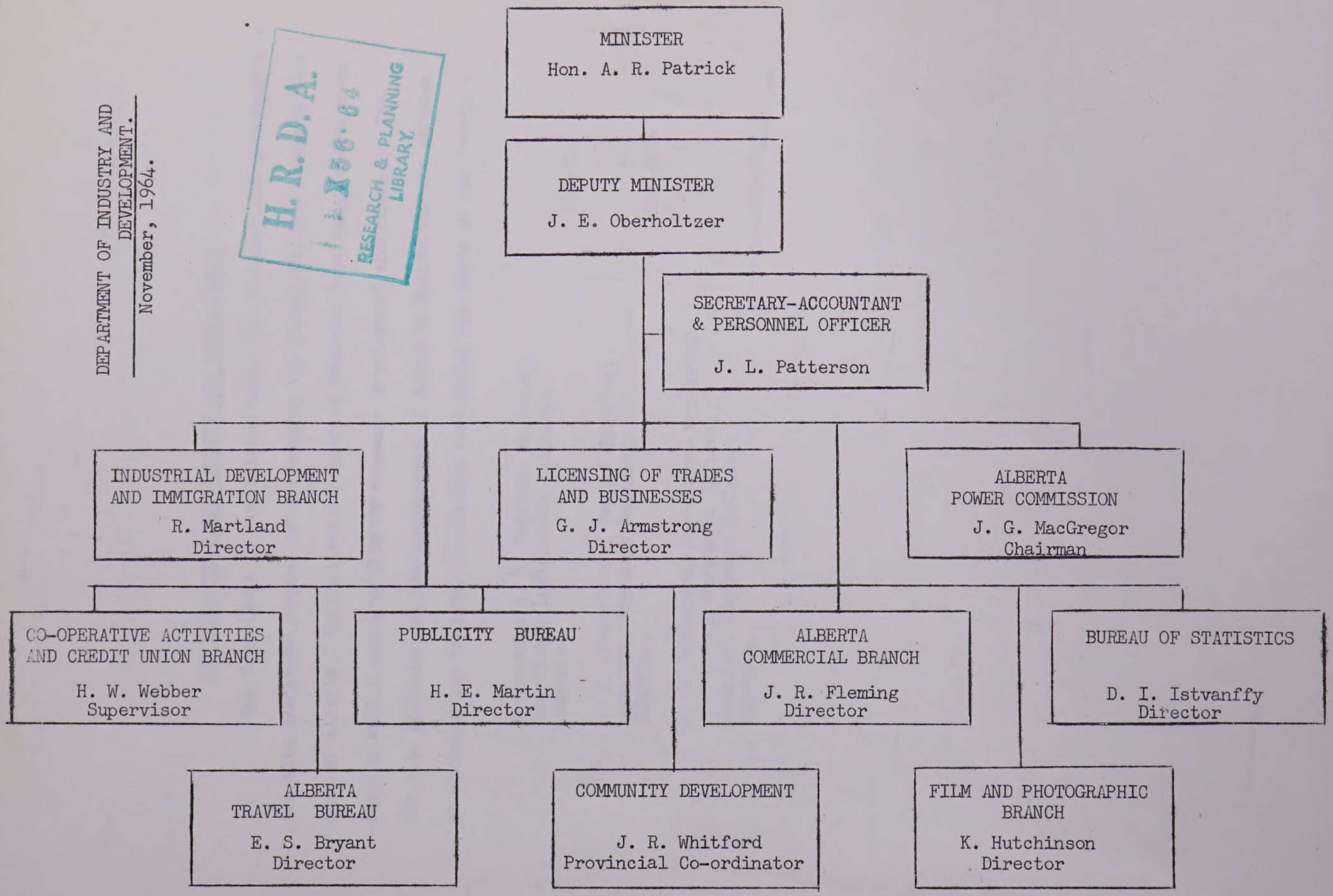

THE DEPARTMENT OF INDUSTRY AND DEVELOPMENT

The Department is constituted under The Industry and Development Act with the prime purpose of encouraging the industrial and economic welfare of Alberta. To that end a number of Branches have been formed, each dealing with a specific area of economic development and control. The Act also provides for the appointment of Advisory Boards for the purpose of advising the Minister on matters concerning any trade in the Province.

Honourable A. R. Patrick, Minister,
2nd Floor, Legislative Building,
Edmonton. 229-3214

J. E. Oberholtzer, Deputy Minister,
Room 336, Highways Building,
Edmonton. 229-3566

J. L. Patterson, Secretary--Accountant
and Personnel Officer,
Room 338, Highways Building,
Edmonton. 229-3247

INDUSTRIAL DEVELOPMENT AND IMMIGRATION BRANCH

Industrial Development:

This branch is charged with the responsibility of encouraging local industries to expand and assisting new industries to establish operations in the province. To accomplish this objective the branch attracts attention to industrial opportunities through the media of the Alberta Industrial Newsletter and the distribution of market research reports.

The Alberta Industrial Newsletter is a bulletin published bi-monthly which highlights new plants and new progresses as well as drawing attention to industrial opportunities. The Branch also publishes economic surveys of cities, towns and villages, and brochures which provide data on economic development and living conditions in Alberta.

Alberta's advantages for industrial plant locations are advertised through the media of leading journals and financial publications. Information on industrial location factors such as sites, markets, raw materials, energy, costs, water, labour, transportation, etc. are provided to interested industrialists without charge.

Domestic firms are encouraged and assisted in entering export markets. Foreign offices in London, England, and Los Angeles, California, assist Alberta manufacturers in making manufacturing licensing arrangements with foreign firms.

The Industrial Development Branch is responsible for convening meetings of the Industrial Development Board. Board meetings serve to maintain a liaison between department officials and persons engaged in industrial promotion activity at the municipal level. New Programs of the Department and matters of interest in the industrial development field are discussed at these meetings.

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Richard Martland, Director,
Room 335, Highways Building,
Edmonton. 229-3508

Wm. G. Brese, Industrial Research Co-ordinator,
Room 335, Highways Building,
Edmonton. 229-3295

J. Ferguson, Industrial Administrator,
514 - 11th Avenue S. W.,
Calgary. 263-4593

L. D. Robinson, Administrator,
550 South Grand Avenue,
Los Angeles, California 90017.
U. S. A. 624-6371

Immigration:

Requests for skilled workers and professional people required in the province are directed to Alberta House in London, England.

Assistance is given to immigrants arriving in the province in finding suitable accommodation and in special cases employment.

INDUSTRIAL DEVELOPMENT BOARD

Industrial Development Board members and staff members of the Industrial Development Branch meet periodically during the year to co-ordinate activities in the field of industrial promotion.

Board Members

K. S. Ford,
Co-ordinator of Industrial Development,
City Hall,
Calgary.

R. Knaut,
Industrial Representative,
City of Camrose,
c/o Knaut & Knaut,
4844 - 50th Street,
Camrose.

J. May,
Industrial Co-ordinator,
City of Drumheller,
c/o Canadian Utilities,
Box 740,
Drumheller.

R. Y. McDonald,
Industrial Representative,
Town of Athabasca,
P. O. Box 330,
Athabasca.

H. Stackhouse,
Industrial Representative,
Town of Brooks,
c/o Royal Bank of Canada,
Brooks.

W. Mills,
Industrial Representative,
Town of Edson,
Box 1300,
Edson.

Richard Martland, Director,
Room 335, Highways Building,
Edmonton. 229-3508

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Brooks.

W. Mills,
Industrial Representative,
Town of Edson,
Box 1300,
Edson.

G. C. Hamilton,
Commissioner of Planning & Development,
City Hall,
Edmonton.

M. Kowton,
Executive Secretary,
Edmonton Area Industrial Development Association,
562 Professional Building,
Edmonton.

G. W. Moon,
Director of Industrial Development,
City Hall,
Grande Prairie.

E. B. Ferguson,
Industrial Co-ordinator,
City Hall,
Lethbridge.

R. J. Nelson,
Industrial Representative,
City of Lloydminster,
5625 - 50th Street,
Lloydminster.

A. N. Gunter,
City Engineer & Industrial Co-ordinator,
City Hall,
Medicine Hat.

M. C. Hogan,
Industrial Director,
City Hall,
Red Deer.

A. Dyberg,
Industrial Representative,
City of Wetaskiwin,
Box 1000,
Wetaskiwin.

Mrs. Mildred Redman,
Industrial Representative,
Town of Hardisty,
Hardisty.

A. E. Prudhomme,
Industrial Representative,
M. D. of Red Deer No. 55,
Lousana.

R. Lahey,
Industrial Representative,
Town of Peace River,
Box 1300,
Peace River.

G. W. James,
Industrial Representative,
Town of Ponoka,
Box 580,
Ponoka.

E. H. Weeres,
Industrial Representative,
Town of Stettler,
Stettler.

A. Mandruk,
Industrial Representative,
Town of Vegreville,
Vegreville.

J. A. Morgan,
Industrial Representative,
Town of Wainwright,
c/o Robinson Stores,
Wainwright.

THE ALBERTA COMMERCIAL CORPORATION

The Alberta Commercial Corporation is a Crown company established under the Alberta Commercial Services Act to provide financial assistance in various forms to Alberta industries that are unable to obtain suitable financing through other sources.

The type of assistance available can be tailored to suit the needs of the individual company and include, but are not limited to, the financing of production equipment and facilities and/or inventories of raw materials used in the manufacturing process.

The financing of raw material inventories has been carried on for a number of years with considerable success and because of its unique features some explanation is necessary.

Briefly, clients are required to post with the Corporation a Cash Security Deposit of 25% of the total amount of the value of materials purchased by the Corporation for storage and sale to the client company. An interest rate of 3/4 of 1% is charged on the month end balance of an account and withdrawals of materials from storage are made only by an agent of the Corporation upon receipt of cash payment by the client at the time of each withdrawal. Storage facilities are leased from the client company and are kept under lock and key.

This type of assistance enables industries, particularly small and medium sized firms, to obtain materials at advantageous times and in quantities sufficient to qualify for more attractive prices. At the same time, working cpaital is not tied up in inventories. When used on a revolving basis, the advantages to the company can be considerable.

In situations where the raw materials used in manufacturing are not considered suitable to this type of handling, the finished product

of the company can sometimes be financed and stored under similar conditions.

HEAD OFFICE	BRANCH OFFICE
341 Highways Building,	514a - 5th Ave. S. W.,
Edmonton, Alberta.	Calgary, Alberta.

PHONE NUMBERS:	229-3182 Edmonton.	266-1194 Calgary.

J. R. Fleming, Managing Director	229-3182
N. F. W. Picard, Chief Executive Officer	229-3183
C. Cartwright, Southern Area Supervisor	266-1194 (Calgary)
W. S. McKenzie, Member	
D. I. Istvanffy, Member.	

ALBERTA COMMERCIAL BRANCH

The Alberta Commercial Branch is the agency charged with the responsibility of disposing of surplus Government equipment. For this purpose a storage yeard and sales warehouse is maintained at 10425 - 122nd Street, Edmonton, where considerable quantities of all conceivable types of surplus items are received and sold through various means including direct sale and sales by tender.

In addition to large quantities of office furniture and fixtures of all types, the Branch promotes and sells such things as automobiles, road and construction equipment, office machines, wire fencing, scientific equipment, construction materials, used tires, to name only a few of a long list of items of great variety.

All goods are advertised by various means according to the type of material in an effort to get the highest possible prices.

Disposals of materials are made on behalf of such institutions as the University of Alberta, the Workmen's Compensation Board, the Alberta

Liquor Board, etc., as well as to the normal Departments of Government.

HEAD OFFICE	SALES WAREHOUSE
341 Highways Building	10425 - 122nd Street,
Phone: 229-3182	Phone: 488-7927

J. R. Fleming,	Director	229-3182
N. F. W. Picard,	Chief Executive Officer	229-3183
J. W. Wakal,	Surplus Disposal Officer	229-3184

BUREAU OF STATISTICS

The Bureau is primarily charged with collecting, compiling, analyzing and publishing statistics pertinent to the economic life of Alberta.

A number of recent publications which are widely distributed and used by industry and the press are:

Monthly Summary of General Statistics.
Quarterly Review and New Industries.
Graphs of Growth.
Alberta Industry and Resources.
Alberta Trade Index.
Selected Items of Imports.
Salary and Wage Rate Surveys.

Special market surveys on particular items are conducted for interested parties on request or are made by the Bureau when available information indicates that an economic market may exist which would justify establishment of a new industry in the province.

Such surveys together with the general information available through the Bureau are used in the department's program to encourage the establishment and growth of industry in Alberta.

D. I. Istvanffy, Director,
Room 333, Highways Building,
Edmonton. 229-3591

I. R. Huene, Market Research Officer,
Room 333, Highways Building,
Edmonton. 229-3585

G. H. Wright, Labour Statistician,
Room 334, Highways Building,
Edmonton. 229-3910

LICENSING BRANCH

Important to a stable business community is the maintenance of a high standard of business ethics and it is for this reason that the majority of trades and businesses are licensed by this branch. Through licensing, plus, in a number of cases, bonding, businesses as a whole are encouraged to eliminate misrepresentation of their products or services. Certain practices such as offering trading stamps and free goods, etc. are prohibited. Codes covering a number of trades are designed to eliminate unfair competitive practices and were originally formulated at the request and with the co-operation of the trades concerned.

Under the various Acts administered by the Branch, the following businesses are licensed:

Auctioneers
Automotive Dealers
Bakeshops
Barbershops
Beauty Parlours
* Billiard Rooms
* Bowling Alleys
Cleaners and Dyers
Collection Agencies
* Commercial Agents
Commercial Printing
Flour Mills
Funeral Directors
Fuel Oil Dealers
Garages
Grain Buyers
Junk Dealers
Margarine Manufacturers
Packing Plants
Photo Finishers
Restaurants
Retail Stores
* Sawmills
* Tourist Camps
Trade Schools
Wholesale Houses

* indicates those businesses issued a license that requires an annual renewal. The remainder are issued continuing licenses.

Codes of fair competition mentioned above cover the Retail and Wholesale Trades, the Automotive Industry and the Barbershop Trade. The general code applies to all businesses licensed under The Licensing of Trades and Businesses Act and The Fuel Oil Licensing Act.

G. J. Armstrong, Director,
Room 240, Highways Building,
Edmonton. 229-3571

J. G. Morris, District Licensing Officer,
514A - 5th Avenue S. W.,
Calgary. 269-6623

THE TRADE SCHOOLS REGULATION ACT

Privately operated schools proposing to teach subjects which could lead to the full time employment of students must be approved and licensed under The Trade Schools Regulation Act. An Advisory Board is established to examine course content, methods of instruction, teachers qualifications, accommodation and fees, etc. Each school is required to lodge a Surety Bond with the Department for use in the event that the school cannot meet its obligations to its students.

The emphasis is again on maintaining high standards of instruction and ethical business practices. In this regard regulations have been established setting out procedures to be followed in refunding fees to students who discontinue courses. The regulations also provide for the prior approval by the Department of advertising proposed to be used by the school. Misleading statements or promises of employment, etc. are eliminated. Each individual salesman employed by a school receives approval upon receipt of favourable reports from three references.

G. J. Armstrong, Chairman,
Trade Schools Advisory Board,
Room 240, Highways Building,
Edmonton. 229-3571

F. E. Whittle, Member,
Trade Schools Advisory Board,
3rd Floor, Terrace Building,
Edmonton. 229-3586

J. P. Mitchell, Member,
Trade Schools Advisory Board,
7th Floor, Administration Building,
Edmonton. 229-3542

CO-OPERATIVE ACTIVITIES AND CREDIT UNIONS

The duties of this branch are divided between two general fields of activity as its name suggests.

The Co-operative Associations Act provides for the initial organization and supervision of all types of co-operative associations including rural electrification. Assistance is given by the branch to groups interested in organizing and continuing advice and aid given to established associations. Once established all groups must file financial statements with the Supervisor and submit all changes to their by-laws to the same office. The Supervisor must also approve all auditors appointed by Co-operatives.

The Co-operative Marketing Associations Guarantee Act provides the guarantee of the Provincial Treasurer on borrowings of producer co-operatives and of rural electrification, propane, natural gas associations, or machinery co-operatives. Such borrowings cover the capital costs only and may not be used to borrow operating capital.

The maximum guarantee under present regulations is 50% of the total cost of whatever project is being financed. Interest rates and repayment terms must be negotiated with the lending agency.

Rural Electrification financing is normally carried out through the Co-operative Associations Act and a Revolving Fund set up for that purpose.

A group of farmers incorporate under The Co-operative Associations Act and obtain an estimate of the cost of building lines to serve them from the power company in the area. The association borrows money on behalf of the individual members and the power company, acting as agent for the Association, builds the line at cost.

Each member must pay in $100.00 in cash and sign a lien note for his portion of the loan. The lien is registered against the title and has the same effect as a mortgage. It is registered at the Land Titles Office by the Supervisor of Co-operative Activities and discharged upon payment of the relevant Revolving Fund loan. Borrowing is done under the terms of The Rural Electrification Revolving Fund Act in which repayment of one tenth of the principal plus accrued interest at 3½% per annum is required each year for ten years, or under The Rural Electrification Long Term Financing Act where the principal plus interest is amortized over a period of up to twenty-five years and equal monthly payments of blended principal and interest are made to the power company for remittance to the Revolving Fund. The fund is set up by the Provincial Treasurer with records kept and Acts administered by the Co-operative Activities and Credit Union Branch.

Where it is deemed to be in the best interests of the residents in an area, interest free loans under Part 2 of the Revolving Fund Act may also be made upon the recommendation of the Alberta Power Commission.

These loans are only made where the percentage of signup for power is low enough that the unit cost would be too high for the individual to carry. There must however be a sufficiently large number of occupied farms in the district who do not sign up for power at the time of granting the Part 2 loan to ensure that later signers will absorb the Part 2 loan in later interest bearing loans under Part 1 of the Revolving Fund Act, or the Long Term Financing Act.

Power Companies are required to account for all monies received on construction cost and any surplus is refunded to the Association to be creditedagainst outstanding loans where applicable.

The average cost per farm now approaches $1,000.00. These costs have been going up due to increasing costs of labour and materials, and due to the fact that lines have been extended to virtually all of the farming areas of the province.

An active program of encouraging the sound operation of Credit Unions is followed by the Branch and a staff of examiners make regular audits of the books of credit unions. Reports are required by the Supervisor each month and the progress and operations of each credit union checked.

Examiners and Branch official often meet with groups to assist in their efficient operation, particularly in the organizational stages.

The Credit Union movement has shown a steady growth with more and more groups with a common bond of association organizing themselves to help themselves financially.

H. W. Webber, Supervisor,
Co-operative Activities and Credit Unions,
Room 239, Highways Building,
Edmonton. 229-3581

T. W. Nordon, Deputy Supervisor,
Room 239, Highways Building,
Edmonton. 229-3582

F. H. Phillips,
Senior Credit Union Examiner,
514 - 11th Avenue S. W.,
Calgary. 262-3080

ALBERTA POWER COMMISSION

The Alberta Power Commission was established in 1944. Its main duties as stated in the Act are to inquire into, examine and investigate:-

(a) water powers and water privileges in Alberta, their value and capacity;

(b) the existing facilities for the manufacture and distribution of power in Alberta;

(c) such other matters relating to power and its distribution in Alberta as the Lieutenant Governor in Council from time to time may require.

Having this in mind the members appointed to the Commission are all technical men with one or more degrees in their respective fields. The Commission at present consists of:

J. G. MacGregor, Chairman, specializing in power generation and transmission.

J. E. Oberholtzer, Deputy Minister, Department of Industry and Development, specializing in chemical and Industrial research.

J. L. Reid, specializing in hydraulics and water resources.

W. C. Whittaker, a mining engineer specializing in Alberta's coal.

Most of the commission's work during the last few years has been in connection with farm electrification. Unlike the Co-operative Activities Branch of the Department of Industry and Development, which deals with farm electrification from the co-operative and financial angle, the duties of the Power Commission are mainly of an engineering nature.

So that the Power Commission can ensure that the construction of power plants or of transmission lines in the Province is always in the public interest, all company's plans for extensions along these lines have to be

approved by the Commission. Recently the Commission has been engaged in a study of the existing network of transmission lines in the Province with particular reference to more extensive interconnection which will ensure the more efficient use of the large generating units which are already in operation and those anticipated in the future.

J. G. MacGregor, Chairman,
Alberta Power Commission,
Room 307, 100th Avenue Building,
10405 - 100th Avenue,
Edmonton.

422-5008

PUBLICITY BUREAU

The responsibilities of the Publicity Bureau are divided into four principal fields:

(a) The bureau prepares for regular issue, monthly or bi-monthly as the case may be, five separate government publications. Monthly publications are "Within Our Borders", the "Alberta Tourist Association Bulletin", and the "Recreation News". Bi-monthly publications are "Leisure" magazine and the "Industrial Newsletter".

(b) The ureau conceives, designs and arranges for publication promotional printing for all government departments. Such printing includes road maps, color tourist books, resources maps, folders of all types, economic survey booklets, and any other similar material.

(c) The bureau writes and issues to all news media, news releases, news pictures and engravings. Outlets include daily and weekly newspapers, trade and consumer magazines, radio stations, and television stations in Alberta, in Canada and abroad. The news material so distributed may originate with the department concerned or through this bureau itself. Help is given freelance writers in gathering material for their work, to members of the press gallery, and all other outlets of publicity.

(d) The bureau is responsible for all government advertising, for all departments. It initiates and executes campaigns, places and approves costs of advertising in all media, and directs advertising agencies in serving the government and its departments.

In addition to those specific fields of effort, the bureau arranges press conferences for ministers and government officials; has staffers attend meetings and gatherings as speakers, or to advise and assist in the conduct of public gatherings of a public or promotional nature; and otherwise engage in publicity and promotional efforts for the Government of Alberta.

A service of the Bureau used by all departments of the government is the Clipping Service, wherein publications from throughout Alberta and from major Canadian centres are scrutinized daily, clipped and filed according to subjects of interest and concern to Alberta government officials.

H. E. Martin, Director of Publicity and Advertising, Room 245, Highways Building, Edmonton.	229-3264
Advertising.	229-3187
Clipping Service.	229-3447

COMMUNITY DEVELOPMENT BRANCH

The Community Development Branch, which is the newest branch within the Department of Industry and Development, came into being on July 1st, 1964. The objectives of this branch are:

I. to assist people to organize their communities so that normal community services which are presently available to the majority of our citizens are also available to native peoples (Indians and Metis);

II. to assist people to improve their own social and economic situations vis-a-vis the rest of society; and

III. to help create a social climate in our wider society which will allow native people to assume an equal place with other Alberta citizens.

Although Community Development is presently directed toward our native citizens there is no reason it could not be applied to any group in a community setting. The fact that the program is focused on a community rather than on an individual or on a family implies the use of certain methods and the expectation of certain kinds of results.

This program is put into practice in a community by a Community Development Officer whose problem is threefold:

I. He must gain an intimate knowledge of the people and their situation as quickly as possible;

II. He must gain the confidence of the people; and

III. He must act as a resource person to the community without assuming the work or the responsibilities of the people.

The basic assumptions of this program are:

I. There are no healthy people who are not concerned about their own predicament.

II. There are no people who will not act in their own self interest.

III. Many social and psychological ills are caused because people have neither the knowledge nor the skills to act effectively in their own interest.

As a result of the preceding assumptions, it may be concluded that if certain knowledge and skills were introduced into a community, then the people might be motivated to attempt to better their own situation. This is precisely what a Community Development program attempts to do.

J. R. Whitford, Provincial Co-ordinator,
Community Development Branch,
Room 243, Highways Building,
Edmonton. 229-3037

T. J. Garvin, Community Development Officer,
Fort McMurray.

J. R. Albert, Community Development Officer,
Fort Chipewyan.

D. R. Babcock, Community Development Officer,
Slave Lake.

FILM AND PHOTOGRAPHIC BRANCH

This branch has as its particular function the production of illustrative material in the form of still photos, motion pictures and displays to interpret and publicize the various facets of life within the province. The material produced is made available to the public, at home and abroad, by means of the press, television and public showings and displays at exhibitions and conventions.

Black and white still photos are reproduced to any usable size sometimes for display purposes reaching one hundred square feet. Any of these may be hand tinted as the need arises. In addition, cuts are made on a scan-a-graver for the press.

A modern colour lab has been set up to produce direct colour photographs from negatives. These colour photographs, up to 16" x 20" in size, are specifically meant for the decoration of Government buildings and the promotion of Alberta's tourism and industry through use in some public buildings.

Colour stills are normally made in transparency form for use in tourist brochures, calendars or magazine stories. Many departments keep a series of slides of their various activities for lecture purposes.

The branch undertakes the production of motion pictures in black and white or colour, either with or without sound, depending on the ultimate purpose. Normally four to six films in colour are in various stages of production at any one time. These may be for any department of government, and are either of an educational or promotional nature.

Apart from the program of complete productions the branch releases an average of 40 television news items a year. These are of three minutes duration in black and white and the necessary explanatory script is written to cover each. Eight prints are made for release to T. V. stations in the province.

An art section produces displays, show cards, brochures, floats, sketches, posters, certificates, film titles and plans.

The film library maintains all government films not specifically intended for schools.

In addition to the above, the branch

(a) Operates the Alberta Theatres at the Calgary Stampede and Edmonton Exhibition in co-operation with the National Film Board.

(b) Provides screening facilities on our own premises for all Government Departments.

(c) Provides projection equipment on loan to any departments whenever possible.

K. Hutchinson, Director,
Film and Photographic Branch,
Room 117, Legislative Building,
Edmonton.

229-3429

ALBERTA GOVERNMENT TRAVEL BUREAU

The functions of the Alberta Government Travel Bureau are divided into two main categories namely:

1. to promote and stimulate interest in and to induce visitors to spend their vacations in Alberta.
2. to encourage, advise, counsel and assist those engaged in Alberta's Tourist Industry to render the highest possible standards of courtesy and service to visitors while they are here.

TOURIST PROMOTION

Tourist promotion to stimulate interest and to induce visitors to vacation in Alberta covers a wide vareity of categories ranging from advertising in magazines and newspapers; to the maintenance of information booths at selected travel and sports shows to provide specific information for prospective visitors; the distribution of descriptive literature by mail or through information bureaus and travel agencies etc. to prospective visitors and, finally, to co-operate with other travel promotion agencies in their efforts to increase tourist traffic into Canada and particularly Alberta. The use of motion pictures, displays and posters are used extensively in this co-operative effort.

Informative literature distributed by the Travel Bureau includes such items as highway maps, accommodation directories listing tourist accommodation in the province, colored picture folders, and numerous special publications such as booklets and folders on historic sites, points of interest, fishing and hunting regulations, lists of coming events, as well as material published by local Chambers of Commerce, cities, towns, and the Federal Government.

IMPROVEMENT OF SERVICES

In order to maintain a high standard of accommodation, motels in Alberta are inspected, licensed and classified under a star rating system which establishes the standards of accommodation and service provided. Operators of motels are encouraged, where it is deemed necessary, to improve their services and facilities.

The Bureau operates with local, regional, provincial and national organizations in the tourist industry to improve services available to the tourist within the province. The facilities of the Bureau are available to any organization interested in the development of a tourist promotion program for their area.

To encourage improvement of catering standards the Bureau provides scholarships for students at the Southern Alberta and Northern Alberta Institutes of Technology in restaurant management courses. Owners and operators of restaurants are encouraged to participate in the apprenticeship training program under the Apprenticeship Board.

INFORMATION SERVICES

Within the province of Alberta the Alberta Government Travel Bureau maintains permanent information offices in Edmonton and at the junction of Highways 2 and 3,west of Fort Macleod. Summer information offices are located at strategic points in Montana as well as in British Columbia and Saskatchewan. In co-operation with the Alberta Tourist Association summer information offices are operated at Lloydminster, Jasper, Banff, Waterton Lakes, Calgary and Medicine Hat.

E. S. Bryant, Director,
Room 331, Highways Building,
Edmonton, Alberta. 229-3251

D. T. Williams, Administrative Officer,
Room 331, Highways Building,
Edmonton, Alberta. 229-3460

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B. S. Bryant, Director,
Room 331, Highways Building,
Edmonton, Alberta. 229-3251

D. P. Williams, Administrative Officer,
Room 331, Highways Building,
Edmonton, Alberta. 229-3460

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